

To: Susan *Handwritten: JFI - return to Randi*
From: George Bakelaar
Subject: ISP/Vendor Mailings

MEMORANDUM

Date: 4-11-88

Cheryl File ISP

Attached is the package I spoke to you about over the phone.
Please find the following:

- A. Four (4) sample mailers (partially completed)
 - 1. ISP "New from INPUT"
 - 2. ISP Seminar
 - 3. Vendor Services (Two)
- B. Sample illustrations of total service offering (~~three~~ ^(FIVE) types)
- C. Buzz words, ideas clipped from various sources.

I will look forward to your comments and support.

Thanks,

George

GB:rk

Randi -

Per Cheryl's request -

Reviewed the letter and feel they have good ideas but could use some structure and work. Will help George if you choose -

Don



ISP

INPUT

New From INPUT!

A Strategic Planning Program Researched and Designed by Information Systems Executives

INPUT announces its new "User Perspectives"!
A strategic planning service specifically designed for the 90's by
I.S. Executives who understand this new age of accountability . . .
. . . (the Information Age!)

Executives are now living with the new challenges and pressures
inherent in a global economy undergoing radical change with
segmented niche markets, increased competition and accelerated
technology. Electronic Data Interchange (EDI), for example, is
growing at an 80-90% clip, *this will HAVE* a profound impact on many
corporations and the list goes on!

I.S. Executives Rethink Strategic Planning Program

A "new team," consisting of proven I.S. executives empathetic to
the task at hand are now proud to offer our new Information Systems
Program with the theme "user perspectives."

"The broad and established area of research was there, we
needed a team that could empathize with the I.S. executive at
the controls"

Peter Cunningham
President

"We will now pull from seven research programs, maybe EIGHT
and offer four perspectives instead of the traditional one
each respectively. We must leverage the power of the
Information at our disposal."

Doug Taylor
Director,
Information Systems Program

INPUT would like to assist _____ in leveraging
information in its strategic planning activity. An executive
summary of our new ISP program "user perspectives" is enclosed. If
you and your firm could use



ISP
INPUT

Information Systems
Strategic Planning Seminar

INPUT the company that is constantly striving to maximize your investment in strategic planning and its cost/performance ratio, is pleased to announce a one day seminar encompassing the following areas of concern

- _____	- _____
- _____	- _____
- _____	- _____
- _____	- _____
- _____	- _____

The above topics will be supported by primary research from the following INPUT Programs:

A seminar schedule and RSVP letter for confirmation of your attendance is enclosed.

Your presence will be most welcome: Please return the enclosed letter or call me personally to confirm your attendance or ask any questions which may arise.



April 8, 1988

*Vendor
Sellers*

name
title
company
street
city, state zip

Dear Mr. Doe:

INPUT is forecasting the information services industry at \$138 billion in 1992 after a surge from \$22 billion to \$55 billion in the last five years. The ~~NEXT FIVE YEARS~~ will have its share of serious business threats as well as great opportunities. Weekly issues of Computer World will highlight the players, winners and losers, status and value of strategic planning.

Since 1974, INPUT has kept its clients "on top" of the issues and 1988-1993 will be no exception. The Domestic, Federal and European markets will be supported by eight well established strategic planning services with a new announcement due this spring.

Let's look for a moment at the issues that may have a profound impact on our industry:

- o IBM's SAA
- o EDI with its 80-90% Growth Rate
- o IBM's upcoming "silverlake product"
- o The coming of ISDN
- o Distributed Relational DBMS
- o LAN's versus shared logic for multi-user systems
- o Systems integration and the "mission critical" system
- o The DEC/Apple alliance
- o The AT&T/Sun Microsystem alliance
- o The Microsoft/Ashton-Tate Sybase alliance and its implications for OS/2 extended
- o Are banks getting out of the outside Data Processing Services Business
- o How far will Judge ? and the MFJ finally let the RBOC's go in Information Services
- o Etc.



April 8, 1988

*Verbal
series*

name
title
company
street
city, state zip

Dear Mr. Doe:

Recently, Mr. Peter Cunningham and other senior INPUT executives have been discussing strategy, growth, profit and loss, new business opportunities and risk avoidance with executives from many of our nations largest and most technically advanced companies. The occasion was

Mr. John Doe, INPUT would appreciate the opportunity of scheduling a similar meeting at your facility during 1988.

INPUT, a leading strategic planning and market research firm, works year round with these executives and their staffs.



STRATEGIC PLANNING - MARKET RESEARCH PROGRAMS*

VENDOR PROGRAM

(Multiple Segments)

USER PROGRAM

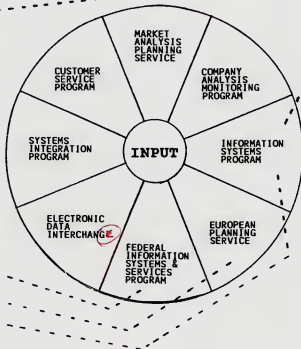
MARKETS

• DOMESTIC

• FEDERAL

• EUROPE

• USER PERSPECTIVES



USER PERSPECTIVES

- INFORMATION SYSTEMS
- End Users
- Corporate Management

VENDOR PERSPECTIVES

- Select Analysis From Vendor Programs

VERTICAL AND CROSS-INDUSTRY ANALYSIS

- STRATEGIC
- Analysis
 - Trends
 - Forecast
 - Reconciliation

TACTICAL

- Themes

OPERATIONAL

- Issues

MARKET SEGMENTS SERVED

- INFORMATION SERVICES
 - Software Products
 - Turnkey Systems
 - Processing/Network Services
 - Professional Services
- HARDWARE
 - Maintenance/Support
- TELECOMMUNICATIONS (TO BE ANNOUNCED)
 - Voice/Data Integration
 - ISDN

VERTICALS/CROSS-INDUSTRY SERVED

Banking & Finance
 Discrete Manufacturing
 Process Manufacturing
 Distribution - Retail
 Distribution - Wholesale
 State/Local Government
 Federal Government
 Other _____

Education
 Medical
 Insurance
 Utilities
 Transportation
 Telecommunications
 Service Industry

Engineering-Scientific
 Human Resources
 Education/Training
 Planning Analysis
 Accounting
 Other _____

* See program descriptions for further details

INPUT



STRATEGIC PLANNING - MARKET RESEARCH PROGRAMS*

FOR VENDORS

VENDOR PROGRAMS

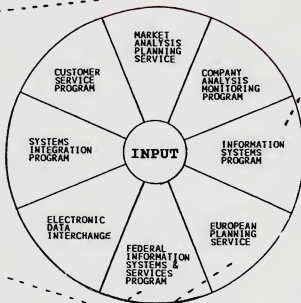
(Multiple Segments)

MARKETS

- DOMESTIC

- FEDERAL

- EUROPE



USER PERSPECTIVES

- INFORMATION SYSTEMS
- End Users
- Corporate Management

PLANNING LEVELS SERVED

- STRATEGIC
 - Analysis
 - Trends
 - Forecast
 - Reconciliation
- TACTICAL
 - Themes
- OPERATIONAL
 - Issues

MARKET SEGMENTS SERVED

- INFORMATION SERVICES
 - Software Products
 - Turnkey Systems
 - Processing/Network Services
 - Professional Services
- HARDWARE
 - Maintenance/Support
- TELECOMMUNICATIONS (TO BE ANNOUNCED)
 - Voice/Data Integration
 - ISDN

VERTICALS/CROSS-INDUSTRY SERVED

- | | |
|--------------------------|--------------------|
| Banking & Finance | Education |
| Discrete Manufacturing | Medical |
| Process Manufacturing | Insurance |
| Distribution - Retail | Utilities |
| Distribution - Wholesale | Transportation |
| State/Local Government | Telecommunications |
| Federal Government | Service Industry |
| Other _____ | |
| Engineering-Scientific | |
| Human Resources | |
| Education/Training | |
| Planning Analysis | |
| Accounting | |
| Other _____ | |

- See program descriptions for further details

INPUT



STRATEGIC PLANNING - MARKET RESEARCH PROGRAMS*

INFORMATION SYSTEMS PROGRAM

"USER PERSPECTIVES"

PLANNING LEVELS SERVED

STRATEGIC

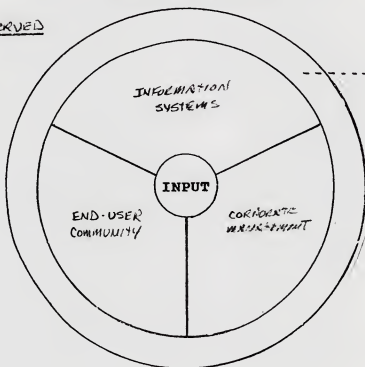
- Analysis
- Trends
- Forecast
- Reconciliation

TACTICAL

- Themes

OPERATIONAL

- Issues



VENDOR PERSPECTIVES

- Select Analysis from Vendor Programs

MARKET SEGMENTS SERVED

- INFORMATION SERVICES
 - Software Products
 - Turnkey Systems
 - Processing/Network Services
 - Professional Services
- HARDWARE
 - Maintenance/Support
- TELECOMMUNICATIONS (TO BE ANNOUNCED)
 - Voice/Data Integration
 - ISDN

VERTICALS/CROSS-INDUSTRY SERVED

Banking & finance
 Discrete Manufacturing
 Process Manufacturing
 Distribution - Retail
 Distribution - Wholesale
 State/Local Government
 Federal Government
 Other _____

Education
 Medical
 Insurance
 Utilities
 Transportation
 Telecommunications
 Service Industry

Engineering-Scientific
 Human Resources
 Education/Training
 Planning Analysis
 Accounting
 Other _____

* See program descriptions for further details



INPUT

1974-1992 STRATEGIC PLANNING AND MARKET RESEARCH PROGRAMS

STRATEGIC ANALYSIS - CONTINUOUS IN 5 YEAR PERIODS
ANALYSIS, TRENDS, FORECASTS, RECONCILIATION YEARLY

TACTICAL ISSUES, ? OF FOCUS
TYPICALLY 2-3 YEAR DURATION

OPERATIONAL ISSUES
YEARLY ROTATING TOPICS
OF CURRENT INTEREST

RESEARCH PROGRAMS	1974	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93
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DOMESTIC	MARKET ANALYSIS PLANNING SERVICE	MAPS	_____
	COMPANY ANALYSIS MONITORING PROGRAM	CAMS	_____
	INFORMATION SYSTEMS PROGRAM	ISP	_____
	CUSTOMER SERVICE PROGRAM	CSP	_____
	ELECTRONIC DATA INTERCHANGE	EDI	_____
FEDERAL	SYSTEMS INTEGRATION PROGRAM	SIP	_____
	FEDERAL INFORMATION SYSTEMS & SERVICES PROGRAM	FISSP	_____
EUROPE	EUROPEAN PLANNING SERVICE	CSPE	_____
		ISPE	_____
		SSPE	_____



INPUT - CLIENT SUPPORT SERVICES

[illegible]



NA2
INPUT / ANALYSIS EXECUTIVE PRESENTATION

AND FEATURIZED
SPARKLINES SUCH AS
DAYS
OWN TOTAL CUMULATIVE

INPUT

Boz
WORDS
IN
ANNUAL
PRESO

Handwritten notes and arrows pointing to the 'INPUT' section.

STATUS OF THE ECONOMY
KEY ISSUES SLIDE
MACRO ISSUES SLIDE
ISIM STATUS
STOCK MARKET EFFECTS

FEATURES

ASSUMPTIONS
OPPORTUNITIES

MAJOR INDICATIONS - SINCE BLACK MONDAY
US GNP AND STATE INDICES
1988 FORECAST

INPUT'S IMPACT ON GNP ASSUMPTIONS

BEST PLACED FUTURE (RECONCILIATION TO 87 FORECAST)
REAL GROWTH

ISSUES & IMPLICATIONS
USDA EXPANSION

ISSUES & ALTERNATIVES

HOT IDEAS NOT VICTIMS

IMPACT OF TECHNOLOGY

KEY VISIONS

CONVENTIONAL SYSTEMS

ESSENTIAL DATA TO BE USED ABOUT TO UNFOLD

DZC/ISIM

OBJECTIVE OF
CONVENTIONALITY

USING FUTURE - DDBMS

IS MANAGEABLE
COMPARISONS
ON ECONOMIC
CHANGE

CASE STUDY

CONCLUSIONS

KEY QUESTIONS

IMPACT ON COMPANY

SIGNIFICANCE

DRIVING FORCES

KEY PROBLEMS & ALTERNATIVES

KEY FUTURE BUSINESS STRATEGIES

THE IMPACT OF TRADE PRACTICES

FOREIGN MARKET

EUROPEAN MARKET

MARKET DIRECTIONS TO 1992

RISK
ANALYSIS
REQUIREMENTS

STRATEGIC
RECOMMENDATIONS
ADMINISTRATIVE
PROPOSALS

ISIM VS DEC

SUMMARY AND
CONCLUSIONS

Fastest
GROWING
VARIABLES
VARIABLES



As the transformation from an industrial economy to an information economy continues, businesses are undergoing rapid and sometimes radical change. A global economy with increased competition, a radically changing marketplace and the rapid acceleration of technological innovation are just some of the challenges adding to the pressures already inherent in managing information technology.

In recognition of these trends, The Diebold Research Program has chosen as its theme for 1988-1990 "Rethinking Information Technology During a Period of Transition."

During this period, our activities—meetings, publications and consultations—will be directed toward helping our sponsor organizations understand the growing importance of information and its applications to the success of their enterprises. In addition, we will provide them with the analytical and planning tools necessary for developing meaningful and workable strategies for employing information technology to achieve the organization's business goals.

This discusses the three areas identified by The Diebold Research Program as being of primary concern to senior information technology management during 1988-1990:

- I. Coping with change and diversity in information technology
- II. New approaches to evaluating information technology expenses and investments
- III. Balancing risk and innovation while adopting new technology.

The following pages provide an overview of the issues to be explored in our research efforts of the next three years and explain the media through which we will share our findings with sponsor organizations. It is important to note that our activities are driven by our vision of the future direction of information technology and the evolving needs of our sponsor base. Thus, the structure of the Program is one that allows us to respond to the changes and innovations that characterize information technology today. In this light, we have added a number of new components to the Program and have enhanced several traditional offerings.

A timeline of 1988-1990 research themes appears on p. 10, and our 1988 calendar of meetings and descriptions of our published research and presentation media may be found on pp. 11-14.

Information: The Linchpin of Marketing

The Information Industry Association's Spring Conference: "The Art of Marketing With Information" provides a rare insider's view of how leading-edge companies are using information and information technology for competitive advantage in marketing and sales management. Attend this Conference. Learn how to leverage existing resources, increase sales and make better decisions through information power.

Leapfrog Your Competition

Sales and marketing are essential elements of every profitable company's operation. Without them we would simply not be in business. But in today's increasingly competitive global economy and segmented niche markets, the pressure to increase productivity and reduce costs has forced us to look for ways to leapfrog, not just meet, the competition.

"The Art of Marketing With Information" is a how-to conference presenting successful consumer and business-to-business marketing case studies to help you integrate, manage and leverage the power of information in your business.

The case studies show how to use information resources to develop new products, increase product differentiation, conduct better market research, improve prospecting, view the competitive environment, build marketing databases, reduce costs, and increase marketing and sales effectiveness.

A Systematic "How-To" Approach to Increased Profits

The real payoff in "information marketing" goes beyond short-term tactical advantage and addresses strategic marketing applications that are changing the ground rules for marketing and sales management practitioners.

Segment 1: **PRODUCT & MARKET DEVELOPMENT**

How to use information to identify market characteristics; track buying habits; assess market potential; determine product/service features; view the competitive situation and monitor the mar-

Segment 3: **COMPETITIVE & MARKET INTELLIGENCE**

How to use information to view the competitive environment; build marketing databases and integrate internal information with selected external sources.



John Naisbitt—author of *Megatrends* and one of the most respected thinkers on future trends in society and business—on the changes occurring in marketing as our world rushes toward the next millennium.

Nancy H. Teeters—Vice President & Chief Economist for IBM Corporation and former Governor of the Federal Reserve System—on economics and productivity gains in the knowledge society.

Who Should Attend

Senior sales and marketing executives, product and brand managers, market researchers, corporate and business development officers, advertising executives, information vendors, venture capitalists, strategic planners and corporate information managers will benefit from this conference.



Dear Mr. Girouard:

INPUT forecasts that the Federal Government will spend more than \$95 billion on procurement of information services within the next 5 years. Gramm-Rudman has reduced planned expenditures and increased procurement analysis time -- creating a revenue roadblock for your company. Real revenue opportunities exist in the Federal Government marketplace, but competition for government procurement dollars will be even more intense.

In order to compete and win, ALDEN ELECTRONICS INC must have the best pre/post-award procurement information and market intelligence available. INPUT's Federal Information Systems and Services Program (FISSP) supplies the time-sensitive information you need. In fact, INPUT forecasts revenue opportunities in your marketplace and examines actual procurement opportunities up to five years in advance of the government RFP.

FISSP provides the vital procurement information you need through:

- **PROCUREMENT ANALYSIS REPORTS (PARs):** Detailed descriptions of more than 600 actual procurement opportunities.
- **FEDERAL MARKET ANALYSIS REPORTS (MARs):** Detailed budget forecasts, trend analyses and competitive environment evaluations of specific systems and

What is PRISM?

PRISM is a multi-client research service offered by Index Systems, Inc. and Hammer and Company, Inc. PRISM conducts research studies on contemporary issues in the management of information systems. PRISM sponsorship is offered to major corporations and non-profit organizations on an annual basis. Sponsoring firms are entitled to participate in three focused research projects and one major research project each year. Sponsors receive written reports describing the results of the research projects.

At a time when mistakes in the management of information technology are very expensive and can even damage your firm's competitive position, PRISM sponsorship is a prudent investment. PRISM will provide you with advice and insight from leading consultants in the I/S field and with the opportunity to benefit from the experiences of your peers. PRISM will be your I/S research and development function at a fraction of the cost of an in-house program.

How is PRISM Different?

PRISM differs from other research services in its topics, intended audience, and relationship with sponsors. It also differs in style, format, and delivery:

- ▲ **PRISM's topical emphasis is on the management of information technology.** PRISM provides solutions for the manager of technology, whose responsibilities continue long after the vendor has gone. This focus is the hallmark of the Index and Hammer consulting practices, and is fundamental to all PRISM activities.
- ▲ **PRISM's orientation is toward the users of information technology.** While most research services are primarily vendor- and market-oriented, PRISM helps user companies to apply available technology to contemporary business problems.
- ▲ **PRISM's sponsors play an active role in its research.** Unlike other research services in which topics to be studied are chosen by junior staff members who are isolated from the main



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~~Handwritten scribble~~

124
TABLE OF
CONTENTS
1998

12 - April
Lewis

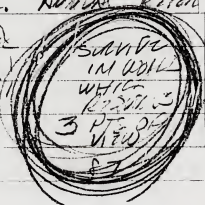
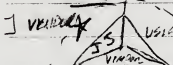
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GOOD L.L.S. PROGRAM
IS NO SUBSTITUTE FOR
SUFFICIENT DETAILED INFO
THAT MAKES A TUFF
DECISION OBVIOUS

1] VERMONT / TENDERS / OESJ

1] MID YR. REVIEW / RZP



86

IBM's

THE BIGGER PICTURE

93's

Global P. L.L.S.
Sufficiently Viable
Niche

PERSONAL TO THE P.L.

EXTERNAL MARKET
LEADERS

ANALYSIS
5 YR. FORECAST
DRIVING FORCES
IMPLICATIONS FOR
VENTURES
IMPACT & VALUES FOR
USERS

INDICATION OF SUPPLEMENTARY
VARIABLES

RAT. OF DECISION CHANGES



BY 90 DAY TRIALS
 \$13,500 (Cash 1/4)
 7 Mths

- MARKET ANALYSIS & PLANNING
- COMPANY ANALYSIS & MONITORING
- CUSTOMER SERVICE PROGRAM
- ELECTRONIC DATA INTERCHANGE
- SYSTEMS INTEGRATION PROGRAM
- FEDERAL INFORMATION SYSTEMS & SERVICES
- EVOLVE

- SOFTWARE PRODUCTS
- TURNKEY SYSTEMS
- PROCESSING/NETWORK SERVICES
- PROFESSIONAL SERVICES

VENDORS

\$27,500		
10,500		
23,000	16,500	10,500
10,500		
18,000	23,000	
25,000	15,000	15,000
18,800	CSPE	
10,425	ISPE	
13,500	SEPE	

157,225 - 100%
 - 7,100

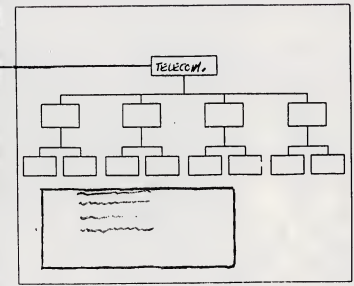
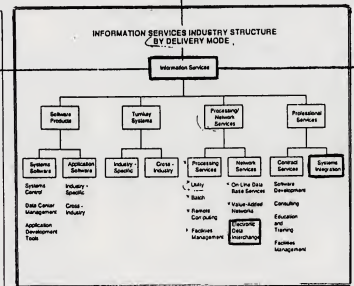
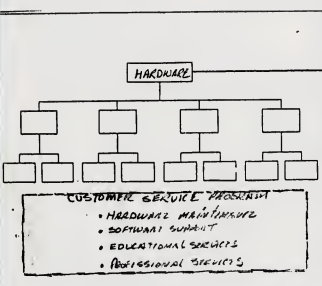
ISP - INFO. SYSTEMS PROGRAM 13,500



USERS

- INDUSTRY SPECIFIC } 20
- CROSS INDUSTRY

INFORMATION SYSTEMS INDUSTRY



ON-SITE REPRESENTATION ??? \$1,500 PER YEAR

DISCOUNTS	2 SERVICES	10%
	3 "	15%
	4 "	20%
	5 OR MORE	25%



ISP

LIST

C.I.
I.C.P.
FOCUS
ETC.

BY STATE

90 DAY TRIAL

= ANNUAL REPORT
NOTES

CONSISTENT, CONCEPTS, BENCHMARK (PAPERWORK) VENDOR? *

LTK ☐ VISA INFORMATION - I.S. } VENDORBUT 27 WORKS * ☐ RESEARCH, DESIGN, MANAGE

BMSO CARD BY I.S. EXPECTATIONS

{ GROWING SUPPORT
SYNCHRONIZING CYCLE

STRATEGIC

☐ ACCOUNTABILITY IN 90'S
☐ VENDOR PERSPECTIVES
SI, EDI, CUSTOMER SERVICE

- 5YR ANALYSIS, TEST, INTERVIEW

- YEAR RECONSTRUCTION, REPORT QUALITY

- MILESTONES

• ISP - DATA ACQUISITION

• VENDOR PERSPECTIVES

MAPS - SHOW MAPS

NO MAPS

DIRECTIONS

CAMS - DATA COLLECTION

LSP - ANALYSIS, DATA

SI - PAYMENT

EDI - BODILY GROWTH

MADE
(ETC)

LIST

ORIMDA

CONTACT REPAIRS (CALLIF)

BY STATE

DEESOLD INTRO

I.I.A INTRO

NEEDS

TACTICAL - KEY TRENDS, ISSUES OF RELATION

DBMS

OPERATIONAL - CURRENT ISSUES

THE INFORMATION IS LOST TO YOU

(NO CALLIF FOR KIDONA) * * * * *

• DATA TRENDS
• DATA
• JOURNAL
• LOCAL
• CONSIDER

DENNY WHITZ

JOHN MARSH

RANDI

GROUPE

LOOKING FOR
HITMIRACLE

HOT LIPS

MAIL ISPLING
VIRAL STARTQUICK TURNAROUND
LIKE (KID) / OR NOT

PRIME



TIMING IS EVERYTHING!

WE UNDERSTAND TIMING WHICH IS WHY OUR NEW **ISP** ANNUAL ANALYSIS AND FORECAST REPORT WILL BE OUT IN JULY THIS YEAR.

OUR NEW **ISP** ANNUAL REPORT WILL BE OUT IN JULY THIS YEAR WITH A SUPPLEMENT DUE AT YEAR END.

OUR PROGRAM AND ITS ENTIRE SCHEDULE HAVE BEEN ADJUSTED TO MEET THE PRESENT NEEDS OF J.S. EXECUTIVES RATHER THAN THE CYCLICAL NATURE OF INDUSTRY REPORTING.

AN EXECUTIVE SUMMARY OF OUR NEW **ISP** PROGRAM IS ATTACHED. HOWEVER ONE SPECIFIC NEW FEATURE IS ESPECIALLY NOTeworthy. OUR NEW ANNUAL J.S. ANALYSIS AND FORECAST REPORT SHOULD BE NOTED

